

PERFORMING AND VISUAL ARTS PROGRAM GRANT INFORMATIONAL PACKET

Submission Deadline Monday April 1, 2019; 5pm
All applications are required to be submitted on-line @
www.chulavistaca.gov/cvarts
The attached application is for informational purposes ONLY



CITY OF CHULA VISTA c/o Cultural Arts Chula Vista 276 4th Avenue Chula Vista, CA 91910

cvarts@chulavistaca.gov 619-409-5465

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CONTENTS

		PAGE
PART 1	-OVERVIEW	3
A	Purpose, Goals, & Objectives	4
В	. General Eligibility	5-6
C	Funding Process	6
D	. Award Amounts	6
\mathbf{E}	. Submission Deadline	6
F	Artistic Disciplines that May Qualify	7-8
PART 2	- REVIEW, CRITERIA, SCORING, AND RANKING	10
A	Application Review Process	11
В	Submittal Requirements	11-12
C	Application Criteria and Scoring	12-13
D	. Project Score Ranking	13
PART 3	- Applicant Profiles	15
A	Individual Applicant Profile	16-17
В	Organization Applicant Profile	18-20
PART 4	- Performing and Visual Arts Grant Application (ALL APPLICANT	S) 22
A	Application (Sections 1-5)	23-27
PART 5	- Administrative Information	29
A	Award Notification and PVAG Issuance	30
В	. Grant Administration	30
C	. Project Changes	30
D	. Additional Requirements	30
E	. Project Reports	30

- A. PURPOSE, GOALS, & OBJECTIVES
- B. GENERAL ELIGIBILITY
- C. FUNDING PROCESS
- D. AWARDS AMOUNT
- E. SUBMISSION DEADLINES
- F. ARTISTIC DISCIPLINES THAT MAY QUALIFY FOR FUNDING

A. GRANT PROGRAM PURPOSE

The Performing and Visual Arts Fund Grant Program (PVAG) was established in 1997 to promote and stimulate the growth of cultural arts within the City of Chula Vista. Funded through a portion of ticket sales from the Amphitheater, the PVAG has granted upwards of \$1 million since its inception and is a primary City funding source of cultural arts in Chula Vista. The PVAG funds projects in a variety of artistic fields including dance, design arts, media arts, music, photography, theater, traditional/folk arts and visual arts, and interdisciplinary expressions with the purpose of creating a robust and sustainable cultural arts scene in Chula Vista.

CULTURAL ARTS MASTER PLAN GOALS

Cultural Arts is an essential part of economic growth and vitality in Chula Vista. On September 13, 2016, the Chula Vista City Council reaffirmed their commitment to supporting and growing cultural arts through the adoption of the Cultural Arts Master Plan (CAMP). Chula Vista's vision for cultural arts is centered around five (5) primary goals. It is strongly encouraged that all applicants familiarize themselves with the goals of the City of Chula Vista's Cultural Arts Master Plan (CAMP) which can be found at: chulavistaca.gov/cvarts.

PVAG OBJECTIVES

To support projects that nurture and cultivate innovation and creativity, strengthen Chula Vista's competitive edge, and create a better quality of life for all residents. PVAG applications should include at least one strategic and meaningful partnership(s) to further opportunity and to maximize grant monies. Projects funded through the PVAG must also have a community benefit and be accessible to the public. Examples of a community benefit include but are not limited to the following:

- brings diverse people together
- addresses social justice or fosters social progress
- fills a need or existing gap in cultural arts within the community
- provides inclusion and access to the arts that otherwise would not have existed

All projects must also demonstrate an impact and/or outcomes in **one of more** of following *three* areas:

Sustainability

Ability of a project to have a long-term positive impact on the community. Projects that meet the sustainability criteria should demonstrate how the arts are integral to the health and well-being of the community (economic, social etc) and the growth potential of the project.

Reference: (Goal 2, Strategy 1, Strategy 2, Strategy 3))

Artist Development and supporting/growing the capacity of arts organizations

Ability of a project to encourage and nurture the measureable development of individual artists and arts organizations through artistic opportunities and/or fulfilling the mission of an arts organization.

Reference; CAMP Goal 4, Strategy 1 (page 14)

Equity and Inclusion

Ability of a project to address gaps and meet needs in participation and access of Chula Vista's diverse socio-cultural community.

Reference CAMP Goal 3, Strategy 4

B. GENERAL ELIGIBILITY

All proposed projects must:

- 1. Have an element of strategic and meaningful collaboration with another artist(s) and/or organizations, and/or business (please note, in-kind donation of space is not necessarily considered a partnership)
- 2. Meet the purpose of the PVAG Program (Section A)

3. . Who May Apply:

Both Chula Vista individual artists and arts organizations may qualify.

- Individual artists who reside in Chula Vista Vista
- Tax-exempt, non-profit organizations located in the City of Chula Vista
- Educational institutions located in the City of Chula Vista
- Religious organizations located in the City of Chula Vista
- Performance groups, visual arts groups or other cultural arts related groups and organizations affiliated with Chula Vista educational institutions (e.g. booster clubs, choirs, bands)

NOTE: Educational institutions and non-profit organizations located in Chula Vista may partner with non-Chula Vista based non-profit organizations**. All PVAG funds must be expended on projects held in Chula Vista.

- The City of Chula Vista various departments, boards, and commissions.
- Chula Vista residents who are interested in increasing his/her knowledge and skills in the arts with the purpose of pursuing a career in the arts. (A \$1,000 maximum will be granted for this purpose in any one grant cycle)
- Chula Vista based educators who seek professional development grants to provide meaningful opportunities for Chula Vista youth to experience the arts and to provide in-depth arts learning over a sustained period of time. (A \$1,000 maximum will be granted for this purpose in any one grant cycle)

Who MAY NOT Apply

- For-profit entities
- Non-Chula Vista based non-profit organizations**
- Non-Chula Vista residents
- Previous PVAG grant recipients which have not satisfactorily met all reporting requirements.

ALL PREVIOUS YEARS REPORTING REQUIREMENTS MUST BE SATISFACTORILY MET TO QUALIFY TO APPLY IN CURRENT GRANT CYCLE.

What the grant may be used for

All projects must demonstrate innovation, collaboration, and a community benefit. Projects considered *may not* be limited to the following:

- 1. Funds to pay artists for a performance(s) or exhibition(s)
- 2. Materials for a creative event (e.g., supplies, paint, paper, marketing materials, costumes)
- 3. Art/Music/Theatre and Dance projects in schools that provide at least one opportunity for community access
- 4. Programs that promote cultural equity and/or cultural tourism

What funds may not be used for

These are only examples. Projects not granted an award may not be limited to the following:

- Capital outlays, such as land acquisition, purchasing buildings or construction, major equipment purchases
- Personnel expenses for non-artists such as administrative staff, program and project managers, and support staff
- Programs not fully accessible to the public
- Trust/endowment funds
- Membership dues
- Indirect costs, such as travel expenses or food
- Projects that will use offensive language or messaging that promotes or are likely to incite violence

Grant funds shall not be used for any purposes prohibited by laws governing the use of public funds, including but not limited to, religious, political campaigning, or purely private purposes or activities.

C. **FUNDING PROCESS:**

PVAG funding is awarded through an annual competitive application process. All applications and application materials will be reviewed for completeness by staff prior to being reviewed by the grant review committee. The grant review committee will be comprised of City staff, 2-3 Cultural Arts Commissioners, and members at large that represent arts disciplines, the diversity of Chula Vista, and persons with an interest, knowledge, expertise and business acumen in cultural arts. All projects will be rated based upon established criteria and scoring (See Part 2).

D. AWARD AMOUNTS:

The range of grant awards will be based upon amount received from the Amphitheater, number of applications, types of proposed projects. Projects that leverage collaborative partnerships and maximize in-kind resources will be viewed more favorably.

E. SUBMISSION DEADLINE:

The **GRANT APPLICATION DEADLINE DATE** for the current year will be **April 1st, 2019 5:00 P.M.** All Applications and Supporting Documents must be submitted on-line (www.chulavistaca.gov/cvarts).

F. ARTISTIC DISCIPLINES THAT MAY QUALIFY FOR FUNDING

The PVAG funds innovative projects in a variety of cultural arts disciplines including but not limited to, dance, design arts, literary arts, media arts, music, museums and exhibitions, photography, poetry, theater, traditional and folk arts, visual arts, and interdisciplinary expressions.

Dance: This discipline includes a full range of dance artistry and represents a multiplicity of forms, styles, techniques, and histories including ballet, modern, avant-garde, jazz, tap, historic and ethnic/folk dance. tap, hip-hop, and other contemporary forms

Design Arts: This field encompasses many disciplines including, but not limited to, architecture, communications and graphic design, fashion design, historic preservation, industrial and product design, interior design, landscape architecture, planning, universal design, rural design, and urban design.

Literary Arts: Projects in the discipline of literary arts may qualify if combined with another qualifying arts discipline, not including poetry (i.e VAMP's) (Also see Interdisciplinary)

Media Arts: For the development, production and distribution of films, animation, digital arts, video and audio art, including experimental and narrative works, as well as electronic manipulation, and broadcast. This discipline would also include screen-based and print projects presented via film, television, radio, audio, video, the Internet, interactive and mobile technologies, video game consoles, transmedia storytelling, and satellite as well as media-related printed books, catalogues, and journals.

Museums and Exhibitions: broad range of activity that interpret visual material through exhibitions, residencies, publications, commissions, public art works, curation, conservation, documentation, services to the field, and public programs.

Music: Musical performance and composition including traditional and contemporary orchestral music, opera, jazz, vocal, choral, electronic and other contemporary music forms.

Photography: The use of the photographic medium as the primary vehicle of artistic expression resulting in works produced for, but not limited to, archival, resource documentation, or exhibition purposes. Photographic work produced for commercial, advertising, industrial, scientific purposes or for inclusion in a non-art publications are ineligible for funding.

Poetry: Poetry projects may qualify if combined with another qualifying arts discipline, not including literary arts. (See Interdisciplinary)

Theater: All forms of theater including professional, regional companies and schools, experimental, street, puppets, mime/children's ensembles, musical comedy and storytelling.

Traditional and Folk Arts: The traditional, authentic, artistic activities and expressive customs indigenous or rooted to any group that shares the same ethnic heritage, language, religion, occupation, or geographic region. Genres of artistic activity include, but are not limited to, music, dance, crafts, and oral expression.

Visual Arts: All forms of visual arts including sculpture, painting, installation art, drawing, printmaking, crafts media and artistic books.

Interdisciplinary: This category is for projects that incorporate one or more arts disciplines or for projects that combine non-performing and visual arts disciplines with performing and visual arts discipline (literature and media arts or VAMPS. Arts Incubators and Creative Place-Making projects may qualify under this category). The Interdisciplinary category also

includes performance art and nontraditional formats and processes that transcend distinct art disciplines. In an interdisciplinary project, each art discipline interdependently contributes an essential element, which, without one arts discipline or the other, may otherwise be incomplete.

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- A. APPLICATION REVIEW PROCESS
- B. SUBMITTAL REQUIREMENTS
- C. APPLICATION CRITERIA AND SCORING
- D. PROJECT SCORE RANKING

A. APPLICATION REVIEW PROCESS

1. All applications and application materials will be reviewed for completeness by staff prior to being reviewed by the grant review committee. All previous years reporting requirements must be satisfactorily met to qualify to apply in the current grant cycle. Incomplete applications will not be eligible for funding.

Funding Reports should include project title, date, location, partners, target audience, evaluation results (whether project achieved goals/objectives), number in attendance, financial summary of how funds were used must be provided. Any promotional materials such as flyer, Facebook invite graphic, etc. should also be submitted.

- 2. All eligible applications will be evaluated by the grant review committee. The grant review committee reserves the right to request additional information is needed to determine grant eligibility. The grant review committee will be comprised of City staff, Cultural Arts Commissioners, and members at large that represent arts disciplines, the diversity of Chula Vista, and persons with an interest, knowledge, expertise and/or business acumen in cultural arts. All projects will be rated based upon established criteria and scoring (PVAG Scoring Sheet)
- 3. The grant review committee will be assigned two roles:
 - a. Primary Review

Each committee member will be given a group of applications to read on their own and score it according to the scoring rubric. The committee member will be responsible for sharing their score of each application and discussing it with the other committee members who were also assigned as primary reviewer of the same application. The group of primary reviewers will assign a final score and rank.

b. Reader

Each committee member will also be given a group of applications to only read, no scoring will be required. The "reader" may be asked to provide additional information or opinion if the Primary Review process would be aided by a third person.

c. Grant Review Panel Decision and Council Approval:

Upon completion of the primary review process, the full grant review committee will convene to discuss each application. The Primary Reviewers provide their score for each section of every application they were assigned. After dialogue, the full grant review committee will vote on a final score and ranking. All grant review committee recommendations will be presented to the Cultural Arts Commission and then forwarded on to the City Council.

B. SUBMITTAL REQUIREMENTS

1. EVERYTHING MUST BE SUBMITTED ON-LINE AT

- Completed Applicant Profile (Individual or Organization)
- Completed PVAG Application
- Relevant Supporting Materials:
 Letter(s) from project partner(s) of intent to collaborate
 - 2 Letters of professional recommendation (individual artists and/or new applicants)
 - __ Artistic Work Samples

2. Application

Individual artists and arts organizations are judged on the following criteria and point system of 100 total points. Applications should address all points in each section and provide as much detail as possible in a clear and concise manner (See PVAG Scoring Sheet). Projects do not have to be new however projects that have previously received PVAG funding must demonstrate innovation, creativity, and greater community benefit than previous project cycle.

**Any person or organization found to have provided false information to the City, is found to not have spent the funds as described in the application or a grant recipient that does not submit the required reporting documentation shall be ineligible to apply for the PVAG Grant Program funding for a minimum of one year.

C. APPLICATION CRITERIA AND SCORING (BY SECTION)

For more information on Criteria and Scoring see the Project Scoring Matrix

Section 1: PROJECT PROPOSAL

(Maximum 20 points)

Projects will be awarded points in this category based on completeness and clarity of the project details (be specific, measureable, attainable, relevant, and timely), Proposal must clearly explain how the proposed project would meet the purpose of the PVAG Program (see Page 4, section A) and what partnership(s) are proposed.

Section 2: COMMUNITY ENGAGEMENT

(Maximum 20 points)

Projects will be awarded points in this category based on project relevancy to the stated target audience and how well the project provides access to the community at large. Points will also be awarded for the strength of the proposed marketing and promotions plan.** All PVAG projects must have a component of providing access to the public at large.

** Copies of Project marketing and promotion materials must be submitted to Cultural Arts Division c/o cvarts@chulavistaca.gov or dropped off at 276 Fourth Avenue Bldg C. Chula Vista, CA 91910, 30 days prior to the Project date(s). All Project dates and locations must be posted on the City calendar (Cultural Arts sub calendar and, if applicable, Community Event sub calendar) at least 30 days before the event.

Section 3: Artistic Merit and Capacity

(Maximum 20 points)

Strong answers will demonstrate innovation, creativity, will provide relevant information regarding the applicant's track record or ability to produce successful projects of similar size and complexity, and ability to leverage resources. Samples of artistic work should be provided including, two professional recommendation letters, and if applicable, previous PVAG funded projects (provide report or summary of results including project completion date, location, attendance, impact).

Section 4: Project Budget

(Maximum 20 points)

Strong answers will break down the total project budget in a clear and concise manner listing all expenses with a short description. If the project budget exceeds grant request amount please note what expenses are proposed to be paid by the PVAG. REMINDER: expenses proposed to be paid by the PVAG must be qualifying expenditures (see **Section B What funds may not be used for).** Information should be provided in an easy to follow format such as a spreadsheet and shall include all applicable expenses including but not limited to: space rental, Artist fees, production costs, printing costs of promotional material or production materials, etc.)

Section 5: Measures of Success

(Maximum 20 points)

Responses should consider what the project was intended to accomplish and if and how well that was accomplished. Strong answers will provide both qualitative and quantitative measures and will include a good mix of each measure and a clear description of how they will be implemented.

D. PROJECT SCORE RANKING

The ranking of each grant will be determined by the following point system:

89-100 = Category 4 Projects 79-88 = Category 3 Projects 65-78 = Category 2 Projects 64 & below = Category 1 Projects

Funding Guidelines: The following are guidelines. Funding in any one category may vary dependent upon funding availability and the number of qualified projects

Category 4 Projects

These projects are considered to be "model" projects that meet all review criteria to the highest degree. Category 4 Projects will receive the highest priority for funding. These projects have the most potential to receive the full grant request.

Category 3 Projects

These projects are considered good to excellent. Category 3 projects have been determined to meet most if not all of the review criteria. These projects have the potential to receive half of the grant request.

Category 2 Projects

Category 2 Projects are considered to marginally meet the review criteria. Depending on funds available, these projects may receive a percentage of the grant request.

Category 1 Projects These projects have been determined to not sufficiently meet the review criteria and therefore are not fundable.

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A. Individual Applicant Profile

B. Organization Applicant Profile

- Step 1: All applicants must complete the appropriate Applicant Profile (Individual or Organization), provide all relevant Supporting Materials (Part 2 B), and complete the Performing and Visual Arts Fund Grant Application (PART 4) in its entirety. Incomplete application packets will not be eligible for grant funding. Please contact the Cultural Arts Division with any questions at cvarts@chulavistaca.gov or 619-409-5465
- Step 2: Completed application packets must be received no later than 5:00 p.m. on Wednesday April 1st, 2019. Applications and all supporting materials must be submitted on-line.

A. INDIVIDUAL APPLICANT PROFILE (NON-ORGANIZATION)

Grants up to \$2,500 are offered to individual artists living in Chula Vista for the creation of specific visual, performing or interdisciplinary arts works that will enhance the City of Chula Vista and its residents. The project should focus on creative or aesthetic ideas and be the original work of the applying artist(s).

MUST INCLUDE:

1. Evidence of residency (Driver's License, current utility bill, mortgage statement will be accepted.)

	Project Title
A.	Individual Applicant Profile
1.	Name of Artist
2.	Previous PVAG Recipient?yesno (If yes, answer #3)
3.	Most recent PVAG Project Title, Date(s)
	Have all previous PVAG Project Report(s) been submitted?yesno (to qualify for funding all reports for previous funding must be submitted).
4.	Collaborating Partner/Organization
	(Letter of Intent to Collaborate is Required)
5.	Did you attend a PVAG Grant Workshop?/ Yes/DateNo (Attendance is required
6.	Residence Address (MUST RESIDE IN THE CHULA VISTA)
	(Proof of Residency is Required)
	Zip Code
7.	Phone # (required) E-Mail (required)
8.	Proposed Project Qualifying Artistic Discipline
9.	Your Website
10.	Social Media Handles (e.g. Twitter, Instagram)
11.	Grant Amount Requested: \$ (Budget plan is required)
	Certification: I certify that the information contained in this application, including all attachments and supporting materials, is true and correct to the best of my knowledge. I am aware that **Any person or organization found to have provided false information to the City, is found to not have spent the funds as described in the application or a grant recipient that does not submit the required reporting documentation shall be ineligible to apply for the PVAG Grant Program funding for a minimum of one year.
	The undersigned grantee further understands that he/she is financially, administratively, and programmatically responsible for all aspects of the grant and that all reports must be submitted within the required timeframes.
Nam	ne Signature Date

B. ORGANIZATION APPLICANT PROFILE

Grants are for the creation of specific visual, performing or interdisciplinary arts works that will enhance the City of Chula Vista and its residents. The project should focus on creative or aesthetic ideas and be the original work of the applicant.

MUST INCLUDE:

1. Evidence of 501 C 3 Status or Documentation that organization is located in Chula Vista. Non-Chula Vista organizations do not qualify to apply without a partnership agreement with a Chula Vista organization that would qualify for the Grant.

Project Title_____

B. Organization Applicant Profile (1 of 2)

IRS Nonprofit Organi	zation EIN:		
Organziation:	d in Chula Vista or be entered int		
City		CA Zip Code	
Name of Partner Orga	unization(s) (If applicable)		
Address			
City	CA		Zip Code
Grant Administrator:	Name	Title	
Phone #	E-Mail (required)_		
Board Authorized Sig Title	nator (BAS): Name		_
BAS Contact Info: Pl	hone Number:	E-mail _	
Alternate Contact: N	[ame	Title	
Phone Number:	Т	itle	
Proposed Project Qua	lifying Artistic Discipline		
Your Website			
Social Media Handles	s (e.g. Twitter, Instagram)		

Project Title	
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B. Organization Applicant Profile (2 of 2)

Certification:

The information contained in this application, including all attachments and supporting materials, is true and correct to the best of my knowledge. It is understood that any person or organization found to have provided false information to the City, is found to not have spent the funds as described in the application or a grant recipient that does not submit the required reporting documentation shall be ineligible to apply for the PVAG Grant Program funding for a minimum of one year.

The undersigned further understand that they are financially, administratively, and programmatically responsible for all aspects of the grant and that all reports must be submitted within the required timeframes.

Grant Administrator:		Board Authorized Signator:			
Name/Title		Name/Title			
	Date	Signature	Date		

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A. PERFORMING AND VISUAL ARTS GRANT APPLICATION

ALL APPLICATION MUST BE COMPLETE AND SUBMITTED ON-LINE @

Each answer should not exceed 350 words

Pro	ject '	Title_			

Section 1. Project Proposal

1. Provide a detailed description of the project that will be produced between July 1, 2019 and June 30th, 2020 and how the proposed project would meet the purpose of the PVAG Program (see Page 4, section A)

2. What benefit to the community would be provided by the project (e.g. bring diverse people together, social justice or social progress, fills a need or existing gap in cultural arts within the community, provides inclusion and access to the arts that otherwise would not have existed)

3. Describe the proposed project partnership(s) and how the proposed partnership will maximize grant funds (e.g. further opportunity(ies), leverage resources, collaboration of skills, increased impact).

1. Describe who the target audience is, how they were identified and how the project would be relevant to that audience?

2. Explain how the project would provide access to the community at large?

Section 2.

Community Engagement

3. Explain how the project would be marketed and promoted to both the target audience and the community at large.

Pro	ject Title			

Section 3. Artistic Merit and Capacity

1. How would the proposed project exemplify creativity and innovation?

2. Describe the applicant's (including all partners) ability to produce a project with artistic value. Sample(s) of artistic work and 2 letters of professional recommendation are required.

3. Previous PVAG recipients: list all previous awards and a short description(s) of the project(s) and how it/they was/were successful.

Project Title_			
_			

Section 4. Project Budget

1. Total project expenses (include itemized expenses with a short description of each and exactly which items are proposed to be paid from the PVAG. NOTE: All expenses proposed to be paid for with the PVAG must be qualifying expenses)

2. Itemize all in-kind donations and provide a short description of each

Projec	Title	

Section 5: Measures of Success

1. How would you define the success of your proposed project?

2. How will you evaluate and measure the success of your proposed project?

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- A. Award Notification and Grant Fund Issuance
- B. Grant Administration
- C. Project Changes
- D. Additional Requirements

A. AWARD NOTIFICATION AND GRANT FUND ISSUANCE

Award notifications will be made upon Council approval. All grant funds will be issued in form of a check to the grant applicant*** and will be mailed upon receipt of an executed Grant Agreement.

*** Grant awards made to individual artists <u>must be picked up in person</u> from the City of Chula Vista Finance Department and require the individual's social security number to be released.

B. GRANT ADMINISTRATION

It is the responsibility of the grantee to ensure that grant funds are spent pursuant to the Grant Agreement. Grantees are required to maintain accounts, records and other evidence pertaining to costs incurred and any revenues received from the Project.

C. PROJECT CHANGES

All proposed changes to approved projects including dates and locations must be submitted in writing by the grantee to City of Chula Vista c/o Cultural Arts Division for approval. No grant funds may be expended until said changes have been approved. If proposed changes are found to no longer meet the award criteria grantee may be asked to return grant funds.

D. ADDITIONAL REQUIREMENTS

- 1. All unused grant money must be returned within one year of receipt of execution of the Grant Agreement or immediately upon determination that approved project will not be fulfilled.
- 2. All Project dates and locations must be posted on the City calendar (Cultural Arts subcalendar and, if applicable, Community Event subcalendar) a minimum of 30 days before the event.
- 3. Copies of Project marketing and promotion materials must be submitted to Cultural Arts Division c/o cvarts@chulavistaca.gov or dropped off at 276 Fourth Avenue Bldg C. Chula Vista, CA 91910, within 30 days of the Project date(s).
- 4. All PVAG funded projects must use the Cultural Arts Chula Vista logo and the following language must be used on all project materials "This project was made possible (in part) by a grant through the City of Chula Vista Performing and Visual Arts Grant".
- 5. All Project(s) must culminate in at least one public presentation, performance, exhibition

E. FINAL PROJECT REPORTING

Projects must be completed **no later than** one year from the grant notification date. Final Report Forms are required to be submitted **no later than 60 days** upon completion of the project and may be obtained at cvarts@chulavistaca.gov. Please note: **ALL REPORTING REQUIREMENTS MUST BE SATISFACTORIALY MET TO BE ELIGIBLE TO APPLY IN THE NEXT GRANT CYCLE SO PLAN PROJECT DATES ACCORDINGLY.**

- 1. The Project Final Report must include a financial accounting of expenditures of grant funds.
- 2. Accurate, current and complete disclosure of the financial accounting for the grant project
- 3. Documentation (receipts, invoices and cancelled checks...) that adequately demonstrates the services, supplies and/or resources paid for by grant funds. All expenditures must align with the Grant Agreement.